

# FIVE TIPS FOR USING DIGITAL TOOLS TO RECRUIT VOLUNTEERS FOR YOUR NONPROFIT

Millions of people want to volunteer their time to help nonprofits like yours—nonprofits whose missions and causes they share.

But finding, recruiting, and engaging volunteers can be a challenge for organizations—especially smaller ones without staff dedicated to managing them.

The good news is, there are a growing number of easy-to-use digital tools that can facilitate standard recruitment best practices. Here are a few easy ideas for how you can pair digital tools with strategic planning to save time and reach multiple audiences.

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A volunteer program can maximize your nonprofit's impact. Download EveryAction's guide, *Building a Thriving Volunteer Program*, at <https://tinyurl.com/y495fglf>



## 1. Host volunteer meetups in person or virtually.

Inviting volunteers to meet with staff members and other volunteers can give them a feel for your organization and its people. You could host this in person at a physical location, or in a virtual space using tools like **Skype** ([www.skype.com](http://www.skype.com)) or **Zoom** ([www.zoom.us](http://www.zoom.us))—and you can advertise the event through **Meetup.com** ([www.meetup.com](http://www.meetup.com)), **Eventbrite** ([www.eventbrite.com](http://www.eventbrite.com)), **SignUp Genius** ([www.signupgenius.com](http://www.signupgenius.com)), or **RSVPify** ([rsvpify.com](http://rsvpify.com)).

## 2. Make it convenient for potential volunteers to work with you.

Being flexible when scheduling volunteers can make it easier for people to work the hours that best fit their own busy lives, eliminating a major obstacle. Digital tools like **Youcanbookme.org** ([youcanbookme.org](http://youcanbookme.org)), **Doodle.com** ([doodle.com](http://doodle.com)), and **Calendly** ([calendly.com](http://calendly.com)) are easy to use and can quickly survey the best possible times from individuals and groups of volunteers.

## 3. Engage with volunteers on social media to help them feel like part of your community.

Interacting with current and potential volunteers on social media sites like **Twitter** ([www.twitter.com](http://www.twitter.com)), **Facebook** ([www.facebook.com](http://www.facebook.com)), and **Instagram** ([www.instagram.com](http://www.instagram.com)) can help build community and give you an easy way to share mission-related news. On each site, users have different expectations for content—be sure to meet them. For example, a series of digital images or short videos may be very appealing on Instagram while catchy statements with a link to register might be more effective on Twitter. If you already have an engaged community of followers, don't be afraid to ask them to consider volunteering.

## 4. Use Google Ads to target a wider network of potential volunteers.

Recruitment used to be done through signs on public bulletin boards and ads in local papers. As effective as those techniques were, they sound quaint today. But digital ads work in much the same way, attracting an audience to a message that appeals to them—they're just much more effective, letting you target a much larger audience more effectively.

Google offers in-kind advertising options to qualifying nonprofit organizations through its **Google Ad Grants** program

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([www.google.com/grants/how-it-works/](http://www.google.com/grants/how-it-works/)), which provides \$10,000 worth of targeted advertising. Consider using this grant for volunteer recruitment if you want to increase your visibility quickly and have time to review detailed data analytics.

## 5. Find volunteers using an online marketplace.

A growing number of online volunteer marketplaces are helping connect nonprofits and professionals that otherwise might not know how to easily find each other. Similar to how consumers browse business or commerce marketplaces for products or paid services, nonprofits and individuals can browse volunteer marketplaces for people who've expressed interest in volunteering or high-quality volunteer opportunities.

For example, volunteer matching sites like **Catchafire** ([catchafire.org](http://catchafire.org)), **GISCorps** ([www.giscorps.org](http://www.giscorps.org)), and **UN Online Volunteers** ([onlinevolunteering.org](http://onlinevolunteering.org)) connect organizations to virtual volunteers. Websites like **Cities of Service** ([citiesofservice.org](http://citiesofservice.org)) and **Executive Service Corps** ([www.escus.org](http://www.escus.org)) focus on connecting organizations with volunteers who are available for in-person engagements.

**Taproot Foundation** ([taprootfoundation.org](http://taprootfoundation.org)) connects nonprofits and volunteers by focusing on critical types of pro bono support such as marketing, information technology, finance, and Human Resources. **VolunteerMatch** ([www.volunteermatch.org/nonprofits](http://www.volunteermatch.org/nonprofits)) lets organizations post volunteer opportunities, search for volunteers, send group alerts, track metrics, and embed content on other websites.

## Learn More...

We've just scratched the surface of the available tools or ways to use them to recruit volunteers—and remember, recruitment is just one stage of the process of finding and working with volunteers.

Download our free publication, ***Recruiting Nonprofit Volunteers: The Landscape of Platforms and Services***, at [https://www.idealware.org/reports/volunteer\\_recruitment/](https://www.idealware.org/reports/volunteer_recruitment/), to read all about how volunteer opportunities inform recruitment methods, what tools and services are available to organizations of varying sizes and budgets, and how they align with recruiting best practices.

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## About the Authors

### ***Julia Vallera***

Julia is a technology and instructional design consultant who creates and implements digital media solutions for small businesses and nonprofit organizations, and has achieved success with well-established organizations such as Mozilla, Vermont State College, Digital Opportunity Trust, Metropolitan New York Library Council, and Burlington Telecom.

### ***Chris Bernard***

Chris is the Managing Editor of Tech Impact's Idealware and a career writer and journalist with two decades of experience in newspapers, magazines, advertising, corporate and nonprofit marketing and communications, and freelance writing.

## About the Sponsor

### ***EveryAction***

EveryAction provides digital, fund-raising, organizing, and advocacy tools on a single, unified CRM. Integrated with dozens of third-party apps and trusted by thousands of nonprofits, EveryAction is a leader in nonprofit technology helping groups raise more money and drive more action. Learn more at [www.everyaction.com](http://www.everyaction.com).

## About Tech Impact's Idealware

Tech Impact is a nonprofit on a mission to empower communities and nonprofits to use technology to better serve the world. The organization is a leading provider of technology education and solutions for nonprofits and operates award-winning IT and customer experience training programs designed to help young adults launch their careers. Through its Idealware program, it provides thoroughly researched, impartial, and accessible resources about software to help nonprofits and the philanthropic sector make smart software decisions. Visit [www.idealware.org](http://www.idealware.org) to learn more or view our hundreds of free articles, resources, and reports, or learn more about our other work at [www.techimpact.org](http://www.techimpact.org).